

DAVE'S TEST MARKETUPDATE: W/E 1/14/95DENVER

- Weekly performance in C-Stores decreased with B1G1F incidence remaining low.
 - 1.1% share decreased -0.4 points
 - 90% distribution (-1 point)
 - 2F1 incidence remained at 2%
- Dave's Pack price was level at \$1.52
 - \$0.04 gap with Basic for the week as Basic's price increased +5¢ to \$1.43
- Reorders increased +4 points to 75% of total stores that have carried Dave's.
- Weekly supermarket distribution and shares decreased slightly.
 - 0.1% share, down -0.02 points
 - 0.3% share in stores stocking
 - 49% distribution, down -2 points
 - Awareness in week 12 increased to 42% from 35% in week 7/8, however, remains lower than Buck's at same point in time.

SEATTLE

- Share in week two in Seattle was 0.19 with 28% distribution
- 0.7% share in stores stocking

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Impact on DiScard AT
Coincidence of 1/12/95
Flare and Dave's 2F1
w/Plat.)

Next Time Corporate
Seattle to Raman
Weeks 3-4